

PROMOTING THROUGH PUBLICITY

What is Publicity?

Publicity is any non-personal presentation of ideas, goods, or services that is not paid for by the company or individual which receives it. It is a form of promotion.

- Any kind of news coverage provided free by the media.
- Not paid for by the business, organization, or individual mentioned in the news article.

Characteristics of Publicity

- Can be good or bad
- Has credibility
- Can reach a mass audience
- Is intended to inform, not sell
- Does not have a sponsor
- Cannot be controlled by the recipient
- Often seen as an endorsement
- Does have costs

Importance of Publicity

Overall benefit: Publicity lets the rest of the world know about the business.

Advantages of Publicity

- Can help to increase a business's profits
- Can make it easier for a company to do business
- Can make hiring easier for the business
- Can save a business money by extending its advertising budget

Disadvantages of Publicity

- May not be accurate
- May not be presented in a way or at a time that will reach the right audience
- May not be used at all
- Can be negative and harmful to the business
- Can be expensive
- Is not usually repeated

Reasons for Trying to Obtain Publicity

Publicity can help a business stay in the public eye. It can inform the public about the business's philosophy and can help to introduce new products or product lines.

Publicity can help to combat a bad image or publicize a special event. It can help to foster good human relations.

Planning for Publicity

- Define the business
- Find out “who it is.”
- Review marketing objectives
- Look at the promotional mix
- Determine available resources

Set publicity goals

- To reach a specific audience
- To create a specific image
- To publicize unique features
- To establish rapport with media
- To get more publicity than competitor

Assign responsibility

The responsibility for publicity may rest with a company’s public relations department. Or, the company can call in an inside or outside specialist.

Steps to Follow in Developing Publicity

- Decide what to publicize
- Choose the media
- Select a form of publicity
- Create the message
- Get the publicity presented
- Evaluate the outcome

Public Relations Tools:

1. Fact Sheet

A fact sheet includes brief facts involving a general company announcement or event. It is often sent to radio and television stations in hopes of gaining free “advertising.”

2. News (or Press) Releases

The news release is the most widely used PR tool. It consists of one or more typed sheets of information issued to generate publicity on a subject of interest. It covers time-sensitive hard news, such as the announcement of a new product, promotion of an executive, an unusual contest, landing of a major contract, or establishment of scholarship fund.

3. Feature Article

A feature article is an article written by a public relations officer of a company for print media in order to control the message being published by the media. Or, it may be an article written about a company/person/product by a member of the media that sheds favorable attention on the company/person/product.

4. Press (or Media) Kits

Press kits support publicity gained at staged events and includes:

- Basic fact sheet of information about the event
- Program or schedule of activities
- List of the participants and their biographical data
- News story about the event for the broadcast media
- News and feature stories for the print media
- Any pertinent photos or brochures

5. Printed Materials

Printed materials include all a company's printed publications. It is the most popular tool used by PR professionals.

6. Captioned Photograph

Captioned photographs are either sent to the media by a company or taken by the media that include information about the photo, which is used to add credibility or interest to a news story.

7. *Audiovisual materials* include slides, films, filmstrips, CDs, and videocassettes

- May be used for training, sales, or public relations
- Non-theatrical or sponsored films
 - Considered a form of *corporate advertising*
 - Developed for public relations reasons
 - Provided at no charge to movie theaters, organizations, schools, etc.
- *Video news releases (VNRs)* are news or feature stories prepared by a company and offered free to TV stations, which may use the whole video or just segments. They are sometimes seen as subtle commercials or propaganda.

8. News Conference

A news conference is a media event scheduled by a company, to which members of the press are invited, to promote a company, its products, or its people, OR to combat bad press due to a company mistake or accident.